

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No.: 15038US02**

**PATENT**

In the Application of: )  
 )  
Jeyhan Karaoguz, et al. )  
 )  
Serial No.: 10/675,466 )  
 )  
Filed: September 30, 2003 )  
 )  
For: DEMAND BROADCAST CHANNELS )  
AND CHANNEL PROGRAMMING )  
BASED ON USER VIEWING )  
HISTORY, PROFILING, AND )  
REQUESTS )  
 )  
Examiner: Stanley, Mark P. )  
 )  
Group Art Unit: 2427 )  
 )  
Confirmation No.: 5576 )

**Electronically Filed On July 9, 2009**

**RESPONSE UNDER 37 C.F.R. §1.111**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed June 17, 2009, in the above-identified application. The Applicants respectfully request reconsideration of the claim rejections in view of the following remarks.